

Brandon Cooper

LAMP-Stack Developer | Front-End Specialist | Video Editor

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I am a problem solver by nature, seeking opportunities which foster professional growth, encourage innovation, and allow for collaboration with a talented team of individuals.

WORK EXPERIENCE

Aviva Systems Biology, November 2024 – Present

San Diego, CA

Website Administrator

- Manage the Magento e-commerce platform in parallel with NetSuite ERP, with custom integrations for admins to sync pricing, inventory, product data, google indexing status, etc.
- Use Docker and Warden for local development of magento and internal PHP-based dashboard.
- Use Bitbucket for version control and Jira to coordinate code efforts, sprints, and releases.
- Integrate with HubSpot and third-party data enrichment services that supply up-to-date publication and citation information for our products and vendor pricing updates.
- Use Claude Code (AI Assistant) for module development, code review, and refactoring across the Magento codebase, shortening development cycles and improving test coverage.

Achievements

- Enhancing UI to force navigation and search bar to stick to the top of the page when scrolling.
- Adding custom CSS styles to the checkout page to modernize the look and feel of the checkout.
- Built module to collect query string UTM params, add to localhost, then save to a placed order.
- Built tool to diagnose our Google Site Index Health through Google Cloud APIs with Claude.

Bubbly Belle (Bubbly Brands), July 2020 – March 2023

San Diego, CA

Principal Web Engineer

August 2021 – March 2023

Core Responsibilities

- Coded PHP/HTML5/JS/CodeIgniter to manage Shopify store and custom development.
- Build custom API integrations, including Shopify, PayPal, BlueSnap, ShipHero, and Refersion.
- Developed 3 Shopify themes from Adobe XD design specs using front-end frameworks.
- Used debugging tools to analyze and resolve operational and programmatic coding errors.
- Collected UGC by onboarding 700+ micro-influencers to the Bubbly Influencer Program.

Achievements

- Boosted store sale conversions by 214% with SMS reminders for abandoned carts.
- Funnel conversions went up 202% by using PHP-based automated split testing.
- Existing user retention increased 236% by implementing a customer review drip campaign.
- Saved \$7,500+/year with custom PHP-based product review tool, replacing Shopify plugin.

Please visit my online portfolio: <https://www.jbcooper.me>

Bubbly Belle (Bubbly Brands), December 2019 – June 2020

San Diego, CA

*Senior Full-Stack Developer**December 2019 – August 2021*

- Coded 136 pixel-perfect pages from our creative team's Adobe XD designs, using bootstrap framework to create HTML5/CSS3/JS pages and deployed to production using CI/CD pipeline.
- Developed PHP-based "All Products" page, with filtering by products/reviews and allowed for quick "add to cart" directly on this page (before they had to click into product to add to cart).
- Established seasonal marketing funnels for marketing affiliates to showcase our affiliate marketing competitions, view current standings per affiliate, and showcase ring winners.
- Optimized the 10 best performing funnels to simplify code, use global includes, minified scripts, and styles for faster loading, and used global variables instead of local ones.
- Constant optimization by deploying redesigns and new ideas for quizzes and funnels to split test against our existing winners to find better converting designs and workflows.

Pathway Genomics, February 2019 – November 2019 (contract role, 9 months)

San Diego, CA

Sr. Software Engineer

- Designed, developed, and launched a microsite featuring their newest DNA test Cannabis DNA using Adobe Creative Cloud products, CodeIgniter, and bootstrap, on AWS EC2 instance.
- Scheduled a 5-week email drip campaign through MailChimp for those who subscribe to the newsletter. The drip explained who we are, what the test does, and coupon code to use.
- Published blog posts from scientists to the microsite and created imagery and copy for paid ads to promote these posts within Facebook and Instagram platforms.

Asset Marketing Systems (AMS), September 2017 – February 2019

San Diego, CA

Front-End Web Developer

- Created B2B landers for Financial Advisors to join AMS and contact a Marketing Coordinator.
- Managed 12 internally hosted Financial Advisor websites using CodeIgniter, to promote gated content (Retirement, Insurance, etc.), event registration, and product awareness.
- Managed 17 internally hosted Financial Advisor websites using WordPress, which also promoted gated content, event registration, and product awareness.
- Integrated HubSpot with the gated content submission so each Financial Advisors could drip on customers weekly or monthly with their updates and offerings.
- Created admin dashboard to manage: click metrics, shortened URLs, tracking pixels, website and marketing assets, email distribution schedule, passwords, intranet messaging, and more.

EDUCATION**University of North Florida**

Jacksonville, FL

Bachelor of Science in Communications

SKILLS

Mastery of: Claude AI LLM, Windows & Mac OS, Microsoft Office Suite, Adobe Creative Cloud (PS, AI, ID, XD, DW, PR, AN), Perl, PHP, Python, HTML5, CSS3, JavaScript, TypeScript, JQuery, AJAX/JSON, CodeIgniter, MVC/OOP, Bootstrap, Magento, NetSuite, Shopify, WordPress, Drupal, HubSpot, Apache, cPanel, Plesk, AWS, Docker/Warden, MAMP, GitHub, Bitbucket, Jira, MySQL Workbench, Sublime Text, VS Code, Emmet, Pug/Mustache, Terminal/SSH, SMS, Email, Templating, Dev Tools.

Intermediate experience: ChatGPT and Gemini LLMs, Sketch, Figma, Angular5, Vue.js, ReactJS, Classic ASP, Visual Basic, .NET (C#), ClickDimensions.